



UNIVERSITY OF CENTRAL ARKANSAS
PROCUREMENT OFFICE
201 Donaghey Ave. Wingo Ste. 113
Conway, AR 72035

REQUEST FOR PROPOSAL

RFP#UCA-25-025

Student Marketing & Recruiting Programs and Enrollment Services

**PROPOSALS MUST BE RECEIVED BEFORE:
9:00 A.M. Central Time on December 10, 2024**

Proposal Delivery and Opening Location:
University of Central Arkansas
Procurement Department
201 Donaghey Avenue, Wingo Suite 113
Conway, AR 72035

1. INFORMATION FOR BIDDERS

1.1 BACKGROUND

Founded in 1907, University of Central Arkansas is one of the best and most affordable options for higher education in the South. The university strives to provide strong academic programs to meet the diverse needs of those it serves. Located in Conway, Arkansas, “The City of Colleges,” the university’s bustling, Georgian-style campus is among the most beautiful in the region.

In fall 2021, more than 10,000 students from seventy-seven (77) different countries, forty-nine (49) states, and every county in Arkansas are part of UCA’s diverse community. The university is large enough to offer academic diversity, yet small enough to show personal interest and support. The student-to-professor ratio at UCA is 15 to 1. Students engage in research and publication opportunities at the undergraduate level that most students don’t have until graduate school.

UCA offers more than eighty (80) undergraduate degree programs, thirty-three (33) master’s degrees, and six (6) doctoral degrees. UCA offers programs of study in five (5) different colleges – the College of Arts, Humanities, and Social Science, the College of Business, the College of Education, the College of Health and Behavioral Sciences, and the College of Natural Sciences and Mathematics. Each college offers different opportunities to learn and grow.

The university’s Honors College is nationally known for its unique, challenging curriculum. The Honors College offers small, discussion-based seminars, close student- faculty relations, funding for travel abroad and internships. UCA Honors College students have a 100 percent acceptance rate to law school.

The mission of the University of Central Arkansas is to maintain the highest academic quality and to ensure that its programs remain current and responsive to the diverse needs of those it serves. A partnership of excellence among students, faculty, and staff is a benefit to the global community. The university is committed to the intellectual, social, and personal development of its students; the advancement of knowledge through excellence in teaching and research; and service to the community. As a leader in 21st-century higher education, the University of Central Arkansas is dedicated to intellectual vitality, diversity, and integrity.

Further information about the university can be found at www.uca.edu or <https://uca.edu/ir/>

1.2 PURPOSE AND INTENT

The University of Central Arkansas or (“University”) is issuing this document, a Request for Proposals (“RFP”) to select a vendor who can provide comprehensive strategic and operational support through a unique combination of 1) best practice research services, 2) enrollment management services, and 3) student success technology and consulting services.

The intent of this RFP is to award a contract to a responsible bidder, whose bid, conforming to this RFP, is most advantageous to the University, price and other factors considered. Should additional work be required that falls under the subject of the awarded contract during the contract term the University reserves the right to separately procure the individual requirements and subsequently requesting the contractor to submit a written proposal and upon approval, a purchase order and an approved contract amendment will be issued to authorize the work.

The University considers any information which it may have released either orally or in writing prior to the issuance of this RFP, to be preliminary in nature and the University shall not be bound by such information.

The University’s obligation is contingent upon the availability of funds.

1.3 CONTRACT TERMS

The University of Central Arkansas intends to award the contract for five (5) years commencing from the date of award, with the option to renew for up to two (2) additional years, but cannot exceed a total of seven years.

Original proposal pricing must remain firm for 60 days after proposal opening. The University reserves the right to negotiate final contract pricing. If, at any time during the term of this award either the University or the contractor considers terminating the agreement, they shall give the other party written notice that it is considering such action, which notice shall set forth with sufficient specificity such party’s reasons for contemplating termination. During the following thirty- (30) day period the parties shall discuss, in good faith, the party’s reasons for considering termination in an effort to avoid the need for such action. Following the thirty (30) day discussion period, the party considering termination, if not fully satisfied, may elect to terminate the agreement by giving the other party ninety (90) days written notice.

1.4 SUPPLIER DIVERSITY

University recognizes the importance of supplier diversity in its procurement practices. The University has a diverse student, staff and faculty population.

In conjunction with the University’s overall commitment to diversity and inclusion, the University is committed to contracting with qualified suppliers from all parts of the business community in procuring needed goods and services. By encouraging the participation of Minority Business Enterprises (MBEs) and Women Business Enterprises (WBEs), in the procurement process, the University strengthens contracting opportunities for these enterprises, while at the same time providing a value-added strategy that increases competition to ensure that the University’s funds are maximized.

1.5 ISSUING OFFICER

Meghan Cowan, Assistant Director of Procurement
 Phone: (501) 450-3173 Email: meghanp@uca.edu

The Issuing Officer is the sole point of contact from the date of released of this request for proposals until the selection of the successful respondent. Respondents wishing to submit questions and requests for clarification should contact the Issuing Officer in writing.

1.6 CONTRACT ADMINISTRATOR

Dr. Kevin Thomas, VP of Enrollment Services & Student Success
 Phone: (501) 852-0272 Email: kpthomas@uca.edu

1.7 ANTICIPATED PROCUREMENT TIMETABLE

EVENT	DATE
RFP Issued	October 29, 2024
Questions Due	November 11, 2024
Answers Due	November 18, 2024
Opening Date and Time	December 10, 2024, at 9:00 a.m.
Proposal Evaluation Complete	December 13, 2024
Interviews for Top Finalist If Necessary	Week of January 13-17, 2025
Vendor Selection and Intent to Award	January 20, 2025
Contract Due from Vendor	February 3, 2025
UCA BOT Review/Approval	February 2025
ALC Review/Approval	February/March 2025
Contract Start Date July 1, 2025	July 1, 2025

1.8 QUESTION AND ANSWER PERIOD

Inquiries regarding this RFP must be submitted in writing via email to Meghan Cowan at meghanp@uca.edu. The cut-off date for questions and inquiries relating to this RFP is indicated on the solicitation schedule, section 1.7.

Questions and Answers to this RFP, if any, will be posted on the University of

Central Arkansas Procurement Department website at www.uca.edu/purchasing, click on Current Bids, RFPS, and RFQ's.

Telephone calls will not be permitted.

1.9 SUBMISSION OF BID PROPOSAL

In order to be considered for award, the bid proposal must be received by the Procurement Department at the appropriate location by the required time in a sealed envelope. The date and time are indicated on the cover sheet. To respond to this proposal, vendors should:

Submit one (1) hard copy marked original, (1) separately sealed pricing proposal and three (3) digital copies without pricing proposals on flash drive (clearly identified with company name and RFP number) of its proposal, and one (1) redacted flash drive copy in accordance with the bid submission deadline contained herein, which must be received no later than **9:00 AM on December 10, 2024** to the following location:

University of Central Arkansas
201 Donaghey Ave. Wingo Hall Ste. 113
Conway, AR 72035

Responses received after this time and date will not be considered. E-mailed and/or faxed proposals will not be accepted. The University is not responsible for lost or misdirected documents. Bids must be enclosed in a sealed envelope/package bearing the name of the Bidder and **RFP#UCA-25-025** clearly marked on the outside of the envelope.

The prospective bidder assumes sole responsibility for submitting a complete bid proposal in response to this RFP. No special consideration will be given after bid proposals are opened because of a bidder's failure to comply with all requirements of the RFP.

Addendum or amendments, if any, shall be signed, dated and included with the respondent's proposal submission. Failure to do so may be cause for the rejection of the proposal.

COST PROPOSAL MUST BE INCLUDED UPON SUBMISSION, BUT SEALED SEPARATELY. DO NOT INCLUDE IN ELECTRONIC COPIES. Cost Proposal must be enclosed in a separate sealed envelope and marked as such. Any reference to cost(s) included with the technical/business proposal will result in offeror's proposal being rejected. The technical/business proposal will be evaluated prior to the cost proposal contents being reviewed.

All proposals must be executed by an authorized officer of the proposer and must be held firm for acceptance for a minimum period of 90 days after the opening date.

Addenda or amendments, if any, should be signed, dated and included with the respondent's proposal submission. Failure to do so may be cause for rejection of the proposal.

Acceptance of request for proposal issued by the Director of Procurement indicated by submission of a proposal by responder, will bind responder to the terms and conditions herein set forth, except as specifically qualified in any addendum issued in connection therewith. Any alleged oral agreement or arrangement made by a responder with any agency or Director of Procurement, or an employee of the campus will be disregarded.

1.10 PRESENTATION

Proposers that submit responsive proposals, and receive the highest technical scores, will be designated as Finalists. Proposers selected for final evaluation may be required to make an oral presentation to the evaluation committee. The presentations will be scheduled after the Technical Proposal review process is completed. Such presentations provide an opportunity for Proposers to clarify their proposal and ensure mutual understanding. If necessary, the Director of Procurement will schedule time and location for any required presentations.

Proposers are strictly limited to the time allotted and the topics provided by the University. Points will be deducted if presentations exceed the allotted time or deviate from the presentation topics defined by the University.

1.11 REJECTION OF PROPOSALS

This solicitation does not commit the University of Central Arkansas to award a contract, to pay any costs incurred in the preparation of a proposal, or to procure or contract for the articles of goods or services. The institution reserves the right to accept or reject any or all proposals received as a result of this request, or to cancel in part or in its entirety this proposal if it is in the best interest of the University. Failure to furnish all information may disqualify a respondent.

1.12 CONTRACTING CONDITION

The successful offeror and any entity or person directly or indirectly controlled by, under common control with, or controlling the offeror will not acquire any interest, direct or indirect, which would conflict in any manner or disagree with the performance of its services hereunder. The contractor further covenants that in the performance of the contract no person having any such known interest shall be employed. No official or employee of the State and no other public official of the Federal Government who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of the project shall, prior to the completion of the project, voluntarily acquire any personal interest, direct or indirect, in this contract or proposed contract.

1.13 PUBLIC OPENING OF PROPOSALS

A public opening of all submitted proposals will be held on December 10, 2024 at 9:00 a.m. CST at the:

University of Central Arkansas
Procurement Department
201 Donaghey Ave. Wingo Hall 113
Conway, AR 72035

ANY CONFIDENTIAL, PROPRIETARY, COPYRIGHTED OR FINANCIAL MATERIAL SUBMITTED BY RESPONDENTS, MUST BE MARKED AS SUCH AND SUBMITTED UNDER SEPARATE COVER. ALL SUBMITTALS BY PROPOSERS WILL BE AVAILABLE FOR REVIEW TO THE EXTENT PERMISSIBLE, PURSUANT TO THE ARKANSAS FREEDOM OF INFORMATION ACT 25-19-10-1 ET SEQ.

1.14 CONTRACT AWARDING AND SIGNING

Contract awarding and signing will be contingent upon the University of Central Arkansas receiving advice from approving authorities if necessary. The contract will be an incorporation of the contents of the RFP as well as negotiated terms and conditions.

1.15 PROPOSAL EVALUATION

The University of Central Arkansas Evaluation Committee and the Director of Procurement will evaluate all proposals to ensure all requirements are met. The contract will be awarded on the basis of the proposal that receives the highest cumulative point total as defined in the evaluation criteria.

1.16 PROTEST OF AWARD

Within fourteen (14) days after the date that the proposer knew or should have known of the cause giving rise to protest, the prospective offeror must file a formal written notice of that protest with the Vice President of Finance. Failure to do so shall constitute a waiver of any rights to administrative decision under ACA Section 19-11-244. Further details on protesting awards may be obtained by contacting the issuing Officer.

1.17 PAYMENT AND INVOICE PROVISIONS

All invoices shall be forwarded to the University of Central Arkansas Accounts Payable Department and must show an itemized list of charges by type of equipment, service, etc. Payment will be made in accordance with applicable State of Arkansas accounting procedures upon written acceptance by UCA Contract Administrator.

1.18 INTERGOVERNMENTAL/COOPERATIVE USE OF PROPOSAL AND CONTRACT

In accordance with Arkansas Code §19-11-249, this proposal and resulting contract is available to any college or university in Arkansas that wishes to utilize the services of the selected proposer, and the proposer agrees, they may enter into an agreement as provided in this RFP.

1.19 UCA SHALL

Not in any way be liable for any cost, liability, damage or injury, including cost of suit and reasonable expenses of legal services, claimed or recovered by any person whomsoever or whatsoever as a result of any operations, works, acts, or omissions performed by the Vendor, its agents, or employees.

1.20 TERMINATION FOR DEFAULT

The Vendor shall be in the default under this Contract upon failure to perform, keep or observe any of the terms, covenants or conditions within seven (7) days (or such longer period as may be necessary to cure provided that cure is commenced within the initial seven (7) days) after notice from UCA specifying the nature of the deficiency with reasonable particularity and the corrective action that it to be taken within such period to cure the deficiency.

This paragraph does not limit any other legal right of the University to terminate the contract.

1.21 UCA'S REMEDIES ON DEFAULT

In the event of default by the vendor, UCA may terminate this contract by submitting thirty (30) days' notice in writing to the Vendor notice of intention to terminate. In the alternative, UCA may elect to keep the contract in force and work with the Vendor to cure the default. UCA's decision to terminate will be at their sole discretion based on a determination of what is in the best interest of the University. The failure by either party to exercise any right or rights accruing to it by virtue of the breach of any covenant, condition or agreement herein by the other party shall not operate as a waiver of the exercise of such right or rights in the event of any subsequent breach by such other party, nor shall such other party be relieved thereby from its obligations under the terms hereof. No director, officer, agent, or employee of either party hereto shall be charged personally or held contractually liable by or to the other party under any term or provision of this contract or of any supplement, modification or amendment to this contract because of any breach thereof or because of its or their execution or attempted execution of the same.

1.22 CONTRACTING INFORMATION

Any subsequent contract is made for the sole and exclusive benefit of UCA and the Vendor, their successors and assigns, and is not made for the benefit of any third party. In the event of any ambiguity in any of the terms of this contract, it shall not be construed for or against any party hereto on the basis that such party did or did not author the same. Any subsequent contract, which is the entire agreement between the parties hereto, supersedes any prior agreements, understanding, warranties or promises between the parties hereto, whether written, spoken, or implied from the conduct of the parties hereto. Nothing in this contract shall be construed as in any way limiting the general powers of UCA to fully exercise their governmental functions or their obligations under any bond covenants or federal state or local laws, rules or regulations.

1.23 CONTRACT PERIOD AND COMPENSATION

The term of the contract shall commence upon notification of the award and continue until completion of the scope of work. All other conditions set forth in the University's standard Services Contract apply.

If at any time during the course of the contract the Contractor does not meet the terms of the contract, the contract can be terminated by the University of Central Arkansas. Again, proposer shall provide a detailed schedule that represents realistic, but aggressive completion dates. Acceptance is defined as the mutual agreement by the University and the Contractor of the acceptance

of the criteria as specified in the contract. Both this Request for Proposal and the successful offeror's response to this Request for Proposal will be considered contractual components.

SECTION 2: SCOPE OF WORK

2.1 OBJECTIVES

The University is interested in establishing a contract(s) with a sole vendor who will provide enrollment management services and technology combined with higher education research as part of a holistic and comprehensive strategic partnership.

Vendors should describe their capabilities and approach to the requirements in each of the following areas: Enrollment Platform, Virtual Tour, Financial Aid Optimization, Transfer Enrollment Platform, and Academic Affairs Research Services.

2.2 ENROLLMENT PLATFORM

Experience

- Describe your experience providing marketing services for undergraduate student enrollment. This should demonstrate an ability to produce results with numerous institutions over an extended time.
- Provide case studies demonstrating your experience with marketing for undergraduate student enrollment.

Marketing Strategy

- Develop and implement Inquiry Generation campaigns that include triggered digital communication streams that are dynamic, and variable based on student behavior and interest. Must run through the point the student is invited to submit an enrollment application.
- The inquiry generation campaign must nurture all inquiries, which may include existing inquiries, web inquiries, previously marketed students, and others.
- The campaign must include a dedicated strategy for non-responders so that they do not receive the same messages as new names and inquiries.
- Email and Paid Social communication flows must be personalized for each student individually based on the content they are interacting with on our website, virtual tour interactions, and data captured from college exploration platforms.
- Develop and implement Application Generation campaigns targeted at high school seniors. Describe campaign strategies for generating application

interest ahead of application season and driving application submissions ahead of deadlines.

- Develop and implement parent/guardian engagement campaigns leveraging consumer data to maximize reach. What kind of impact does your parent engagement have on application and enrollment rates?
- Use AI to translate campaign content into Spanish for parents and possibly other languages.
- Deploy campaigns that are integrated across multiple channels and leverage immersive interactive content.
- Describe resources you deploy to maximize email deliverability.
- Share the average email deliverability rate across all of your clients from the previous year.
- How frequently will you launch new campaigns?
- Describe how many communications are typically included in your campaigns.
- All communications and online landing pages must be device-optimized and responsive in design.
- Support the University of Central Arkansas in marketing to students through the College Board's new Connections platform.

Audience Strategy

- Identify high-quality audiences for campaign outreach using the following data sources: College Board, Encoura, Appily, and CBSS. Include in your description a discussion of the following:
 - How you will ensure full saturation of primary markets.
 - How you will identify new markets.
 - Any proprietary databases you will leverage for audience identification.
 - Are your audience strategies built exclusively with historical data, or do you use other sources?
- Generate inquiries by hosting a profile for the University of Central Arkansas on a student-facing college exploration platform. Describe data integrations that enable inquiries to be automatically entered into campaigns for seamless engagement and timely follow-up.
- Indicate how frequently new names will be purchased. After a new name is acquired, how quickly will the student begin to receive outreach?
- Indicate any list of purchase discounts you offer.
- If predictive modeling is used to identify campaign audiences, describe how your approach mitigates the potential for exclusion of viable candidates from campaign outreach.
- Manage all aspects of list purchasing, acquisition, and processing.

Virtual Tour Platform

- Provide a virtual campus tour that collects inquiries from visitors and describe how these inquiries are included in campaign outreach.
- Describe how your solution creates an immersive virtual experience for the University of Central Arkansas. Please include a description of features that allow visitors to interact with the University of Central Arkansas via 360-degree video footage. Describe any embedded multimedia experiences that visitors can interact with.
- How do you leverage AI in your virtual campus tour to customize tour content based on individual visitors' interests?
- Integrate virtual tour content into marketing campaigns to create immersive marketing experiences.
- Provide an analytics platform for reviewing tour performance data.

Financial Aid Optimization Strategy

- Conduct a historical analysis of the University of Central Arkansas' data to identify trends in the relationship between aid, tuition discounting, and different enrollment outcomes.
- Based on this analysis provide guidance and advice to the University of Central Arkansas throughout the enrollment cycle to optimize enrollment results.
- Provide enhanced insight into family finances using consumer data.
- Integrate your financial aid strategy with our current enrollment marketing efforts.
- Describe your approach to supporting the University of Central Arkansas with the FAFSA Simplification Act and the introduction of the Student Aid Index (SAI).

Analytics Strategy

- Provide ongoing campaign oversight by a team of analytics professionals and generate recommendations for campaign optimization.
- Track, analyze, and share data on the website behavior of campaign responders.
- Monitor deposits throughout the admit and award cycle and advise on strategies to optimize financial aid strategy performance.
- Describe your capabilities for using AI to generate lead scores.
- Provide online dashboards for analyzing the performance of our campaigns and financial aid strategy.
- Benchmark enrollment performance against other institutions.

- Transfer tool that allows students to gain an estimation of their enrollment at the University of Central Arkansas for future terms from their community college or transfer destination
- Analyze non-retaining student trends to recommend enrollment strategy enhancements that will enhance student success.

Expert Resources and Oversight

- Provide a full-time, dedicated account manager; an enrollment consultant; a financial aid expert; and a support team for the duration of the partnership. It is expected that you will provide a large team with broad expertise to supplement and expand our internal capacity.
- Provide planning sessions, training, and campus visits for strategy and service.
- Develop all campaign creative. Describe your creative research and development process and how many rounds of review with the University of Central Arkansas are included.
- Provide ongoing enhancements to the services provided. Describe your process for systemic innovation of campaigns and capabilities.
- Describe your ongoing research program that drives innovation. Specifically identify how many full-time researchers you have, the number of research studies you complete annually, and the volume of resources you have available on higher education best practices.
- Describe how you will coordinate your campaigns with our financial aid optimization services. Provide specific examples of how data and strategies will be shared between services to optimize outcomes for the University of Central Arkansas.

Data Services

- Explain how your organization will support the exchange of data necessary for the successful execution of the programs and strategies described. It is expected that the selected vendor will provide adequate support so that the data exchange process is secure and the lift on our data team is minimal.
- Provide campaign responder files on a regular schedule, ideally daily, and in a format that is acceptable for loading into institutional system(s).

2.3 WEBSITE ENROLLMENT OPTIMIZATION

Experience

- Describe your experience developing website strategies for undergraduate student enrollment. Discuss any results that are typical for your partners.

- Provide case studies demonstrating the impact that your website strategies have at your partner institutions.

2.4 TRANSFER ENROLLMENT PLATFORM

Experience

- Describe your experience providing transfer enrollment technology, including any results your platform is capable of delivering.
- Provide case studies demonstrating the experience and results of institutions that have implemented your platform.

Platform Capabilities

- Provide a user-friendly, web-based platform that integrates the latest course equivalency and degree audit data to provide a seamless transfer process and guide prospects to enroll.
- Describe how your tool guides students to enter coursework when equivalencies don't exist so that the institution can proactively evaluate courses and keep students on track to transfer.
- Describe how your tool provides progress-to-degree estimations for multiple degrees, side-by-side comparison, and personalized degree recommendations based on estimated time to completion for individual students.
- Guide students through program selection and career exploration based on their unique interests and accumulated credits.
- Provide a personalized checklist of admissions activities and deadlines based on target enrollment terms with the ability for students to track their progress and get connected to key transfer campus resources.
- Describe how your tool captures student information in a way that can be connected to the CRM for use by the admissions team.
- Provide an admissions counselor workflow to optimize the admissions process. Describe specific capabilities for communicating with prospective transfer students and equivalency tracking.
- Provide an analytics dashboard with utilization data for both anonymous users and account holders.
- Describe any consulting provided with your tool to assess our transfer friendliness and identify areas of opportunities for growth and improvement.

2.5 ACADEMIC AFFAIRS RESEARCH SERVICES

Experience

- Describe the number of higher education institutions that you work with. How many higher education professionals do you work with each year?
- Provide three case studies demonstrating the impact of your work on shaping and supporting key institutional initiatives.

Best Practice Research and Services

- Deliver a research-based partnership focused on student success and persistence that provides expert guidance on curriculum and organizational excellence for the academic affairs department.
- Provide best practice research, data, tools, networking events, and expert advice superficially for academic affairs leaders and their teams.
 - Describe your research methodology and your capabilities for conducting ongoing (at least annual) research on a national scale.
 - Describe the size of your institutional network, types of institutions within your network, and your access to leadership to conduct research.
 - Share examples or samples of research you have performed across multiple subjects or topics.
- The partnership must include on-demand resources, training opportunities, expert consults, networking opportunities, and stakeholder education sessions for leadership and faculty.
- The University of Central Arkansas team must have access to an online research library, data sources, and bench of subject-matter experts within your advisory service. Clearly state any limits on access to these features.
- The partnership must include a service to answer questions about topics related to your research. Describe your approach.
- What tools and services are available to support the implementation of your research?
- Deliver webinars curated to our needs and interests. Describe your approach.
- Facilitate an annual round table meeting for the provost.
- Provide professional development opportunities for the provost and other institutional leaders.
- Dedicate an individual who will serve as the main point of contact. It is expected that this individual will serve in a consultative role, developing an understanding of our needs and goals providing decision support, facilitating change management, and offering guidance for best practice implementation.
- The engagement must be multiyear and customized specifically for our institution.

3. RFP SUBMISSION DELIVERABLES

3.1 ORGANIZATIONAL SUPPORT AND EXPERIENCE

This section shall contain all pertinent information relating to bidder's organization, personnel and experience that would substantiate the firm's qualifications and capabilities to perform the service required by the scope of this RFP. Please provide all the information requested, and tabbed as follows:

- 3.1.1 Provide the firm name, address and the names, contact information (addresses, telephone, and e-mail addresses), relevant experience and proposed roles of those individuals who will be directly responsible for serving the University on a day-to-day basis.
- 3.1.2 Provide a brief history of your firm, specifically discussing your firm's experience with higher education.
- 3.1.3 Provide three references from higher education from current and/or past clients and discuss the services you have provided or are currently providing to them.
- 3.1.4 Provide a list of all clients lost within the last three years which includes:
 - a) A contact name and telephone number
 - b) Length of service at the account
 - c) Reason for the loss
- 3.1.5 Describe any pending, concluded or threatened litigation, administrative proceedings or federal or state investigations or audits, subpoenas or other information requests of or involving your firm or owners, principals or employees of your firm for the past five (5) years. Describe the nature and status of the matter and the resolution, if concluded. List any sanctions or penalties brought against your firm or any of its personnel (including suspension or debarment) imposed on your firm or any of its personnel by any regulatory or licensing agencies. Please include a description of the reasons for the sanction or penalties and whether such sanctions or penalties are subject to appeal. Please describe any potential conflict that may affect your service to the University.
- 3.1.6 Provide all information as detailed in Section 6. Financial Proposal of this RFP.
- 3.1.7 Provide all Forms and Attachments as detailed in Section 5.2.1 of this RFP.

4. EVALUATION CRITERIA

The staff of University of Central Arkansas and the Director of Procurement will evaluate all proposals to insure all requirements are met.

The technical/business proposal will be evaluated by the committee prior to the cost proposal contents being reviewed. The selection for interviews/short-list will be based upon the technical/business criteria and cost proposal points listed below:

Phase 1: TECHNICAL/BUSINESS CRITERIA	Points
The level of consultant's responsiveness to user's needs. The skills, facilities, experience and ability of the consultant will be considered.	20
The consultant's history and reputation based upon current and past customers and industry experts, as judged by the University.	20
The consultant's experience with clients similar to the University	20
References	10
The scope of services proposed	20
The consultant's ability to consistently provide accurate, complete and timely research and information based upon history and reputation and resources available, as judged by the university.	20
Total	90

The second phase will be the opening of all cost proposals by the UCA Procurement Department, and reviewed by the evaluation committee appointed by the University of Central Arkansas Procurement Department. The awarding of points will be determined by the following formula:

a/b x c = d (Dividing lowest price (a) by the next lowest price (b) and multiplying by the total points for cost (c) will equal the number of cost points awarded (d). The effect of the formula is to ensure that the lowest proposal receives the maximum number of points and each of the other proposals receive proportionately fewer points based on proposed bid price.

Phase 2: COST PROPOSAL	
Cost of benefits/services proposed	30
Total	30

Vendors who are selected for interviews will be evaluated and points awarded based on the criteria below:

<u>Phase 3: Interview Criteria</u>	<u>Points</u>
Presentation	15
Response to Questions	15
Overall Interaction & Project Approach	20
Remaining in Allotted Timeframe	10
Total	60

The vendor receiving the highest number of points for phase three interview criteria will be the final determining factor for making a potential award. The final award will be made in the best interest of the University. The University will select the consultant that will best serve the university.

5. BID PROPOSAL PREPARATION AND SUBMISSION

5.1 GENERAL

The bidder is advised to read and follow all instructions contained in the RFP, and subsequent addendums, in preparing and submitting its bid proposal.

Bidders are cautioned to allow adequate delivery time to ensure timely delivery of bid proposal. Late bid proposals are ineligible for consideration.

5.2 BID PROPOSAL CONTENT

5.2.1 MANDATORY SUBMITTAL FORMS

The following forms/certificates are to be included in your Proposal Response, Attachments can be found in Appendix A:

- a) Contract and Grants Disclosure (attached)
- b) Equal Opportunity Policy (attached)
- c) Combined Certifications for Contracting with the State of Arkansas (attached)
- d) UCA Terms and Conditions ([Standard Terms and Conditions](#))- note any and all exceptions

- e) UCA Rider (note any and all exceptions; attached)
- f) Signature Page (attached)

UCA RIDER

Any contract or agreement to which the University of Central Arkansas is a party shall be deemed to have the following provisions incorporated by reference:

(1) ***“Notwithstanding any other provision of this agreement or contract, the University of Central Arkansas shall not be responsible or liable for any type of special or consequential damage to the other party, specifically including, but not limited to, lost profits or commissions, loss of goodwill, or any other damages of such nature.”***

(2) ***“Notwithstanding any other provision of this agreement or contract, the University of Central Arkansas shall never indemnify or hold another party harmless from any damages, liability, claims, demands, causes of action or expenses. However, with respect to any loss, expense, damage, liability, claim or cause of action, either at law or in equity, for actual or alleged injuries to persons or property, arising out of any negligent act or omission by UCA, or its employees or agents, in the performance of this agreement, UCA agrees that:***

(a) it will cooperate with the other party to this agreement in the defense of any action or claim brought against the other party seeking damages or relief;

(b) it will, in good faith, cooperate with the other party to this agreement should such other party present any claims or causes of action of the foregoing nature against UCA to the Arkansas State Claims Commission;

(c) it will not take any action to frustrate or delay the prompt hearing on claims of the foregoing nature by the Arkansas State Claims Commission, and will make reasonable efforts to expedite any hearing thereon.

UCA reserves the right, however, to assert in good faith any and all defenses available to it in any proceedings before the Arkansas State Claims Commission or any other forum.

Nothing herein shall be interpreted or construed to waive the sovereign immunity of UCA.”

(3) ***“The University of Central Arkansas does not have any form of general liability insurance. It does have liability insurance coverage on vehicles, as well as certain professional liability coverage for clinical programs (and students assigned through those programs). Please contact the university department with responsibility for the program involved or the Office of General Counsel, if you have questions concerning insurance coverage.”***

RFP#UCA-25-025 SIGNATURE CERTIFICATION PAGE

Proposal Number: UCA-25-025

Buyer: Meghan Cowan

Issue Date: October 29, 2024

Description: Student Marketing & Recruiting and Enrollment Management Services

RFP Due Date: December 10, 2024

Time: 9:00 A.M. CST

PROPOSALS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE PROPOSAL PACKAGE AND ENVELOPE MUST BE SEALED AND PROPERLY MARKED WITH THE PROPOSAL NUMBER, DATE AND HOUR OF BID OPENING AND BIDDER'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE UNIVERSITY OF CENTRAL ARKANSAS PROCUREMENT OFFICE.

Company Name: _____

Name (Type or Print): _____

Title: _____

Address: _____

RFP Main Contact Phone Number: _____

RFP Main Contact Email: _____

FAILURE TO PROVIDE A TAXPAYER IDENTIFICATION NUMBER BELOW MAY RESULT IN BID REJECTION:

Federal Employer Identification Number or Social Security Number

The undersigned affirms that they are duly authorized to execute this contract, that this bid has not been prepared in collusion with any other Offeror, and that the contents of this bid have not been communicated to any other Offeror or any employee of University of Central Arkansas prior to the official review of this bid. **UNSIGNED BIDS WILL NOT BE CONSIDERED.**

Signature:

6. COST PROPOSAL

OFFICIAL PRICING PAGE

The Consultant shall state firm, fixed prices for providing services in accordance with the terms and conditions set forth herein. PLEASE NOTE: **This page shall be placed in a separate sealed envelope clearly marked on the outside "OFFICIAL PRICING PAGE – RFP UCA-25-025". Only submit the one Original Pricing Page, extra copies are not required.**

The bidder shall complete the following and attach a breakdown of all travel and services related to the yearly pricing for University to review:

1. Cost for Services First year (FY26) \$ _____
2. Cost for Services Second year (FY27) \$ _____
3. Cost for Services Third year (FY28) \$ _____
4. Cost for Services Fourth year (FY29) \$ _____
5. Cost for Services Fifth year (FY30) \$ _____

(This is mandatory do not leave blank) Total Cost for Five Years \$ _____

Vendor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Main RFP Contact Email: _____

Signature of Authorized Official:

NOTE:

1. The University of Central Arkansas will not be obligated to pay any cost not identified on the Official Bid Price Sheet.
2. Any cost not identified by the bidder but subsequently incurred in order to achieve successful operation of the equipment will be borne by the bidder.
3. Failure to use this Official Pricing Sheet may result in disqualification of proposal. See "mandatory" note.

PROPOSER REFERENCES

Submission of this attachment is mandatory. Failure to complete and return this attachment with your bid may cause your bid to be rejected and deemed non-responsive.

List below three references for services performed within the last five years, which are similar to the scope of work to be performed in this contract.

REFERENCE 1

Name of Firm			
Street Address	City	State	Zip Code
Contact Person	Telephone Number		
Email Address			
Dates of Service			
Value or Cost of Service			
Brief Description of Service Provided			

REFERENCE 2

Name of Firm			
Street Address	City	State	Zip Code
Contact Person	Telephone Number		
Email Address			
Dates of Service			
Value or Cost of Service			
Brief Description of Service Provided			

REFERENCE 3

Name of Firm			
Street Address	City	State	Zip Code
Contact Person	Telephone Number		
Email Address			
Dates of Service			
Value or Cost of Service			
Brief Description of Service Provided			

EO POLICY

ATTENTION CONTRACTORS

Act 2157 of 2005 of the Arkansas Regular Legislative Session requires that any business or person bidding, responding to a request for proposal or qualifications, or negotiating a contract with the state for professional or consultant services, submit their most current equal opportunity policy (EO Policy).

Although contractors are encouraged to have a viable equal opportunity policy, a written response stating the contractor does not have such an EO Policy will be considered that contractor's response and will be acceptable in complying with the requirements of Act 2157.

Submitting the EO Policy is a one-time requirement. The UCA Procurement Department will maintain a file of policies or written responses received from bidders.

Effective August 2005, this is a mandatory requirement when submitting an offer as described above.

Should you have any questions regarding this requirement, please contact my office by calling (501) 450-3173.

Sincerely,

Cassandra McCuien-Smith, CPPO CPPB
Director of Procurement

To be completed by business or person submitting response: (check appropriate box)

_____ EO Policy Attached

_____ EO Policy previously submitted to UCA Procurement Office

_____ EO Policy is not available from business/person (must provide a written response)

Company Name or Individual: _____

Title: _____ Date: _____

Signature: _____

COMBINED CERTIFICATIONS FOR CONTRACTING WITH THE STATE OF ARKANSAS

Pursuant to Arkansas law, a vendor must certify as specified below and as designated by the applicable laws.

- 1. Israel Boycott Restriction:** For contracts valued at \$1,000 or greater.
A public entity shall not contract with a person or company (the "Contractor") unless the Contractor certifies in writing that the Contractor is not currently engaged in a boycott of Israel. If at any time after signing this certification the Contractor decides to boycott Israel, the Contractor must notify the contracting public entity in writing. See Arkansas Code Annotated § 25-1-503.
- 2. Illegal Immigrant Restriction:** For contracts valued at \$25,000 or greater.
No state agency may contract for services with a Contractor who employs or contracts with an illegal immigrant. The Contractor shall certify that it does not employ, or contract with, illegal immigrants. See Arkansas Code Annotated § 19-11-105.
- 3. Energy, Fossil Fuel, Firearms, and Ammunition Industries Boycott Restriction:** For contracts valued at \$75,000 or greater.
A public entity shall not contract unless the contract includes a written certification that the Contractor is not currently engaged in and agrees not to engage in, a boycott of an Energy, Fossil Fuel, Firearms, or Ammunition Industry for the duration of the contract. See Arkansas Code Annotated § 25-1-1102.
- 4. Scrutinized Company Restriction:** Required with bid or proposal submission.
A state agency shall not contract with a Scrutinized Company or a company that employs a Scrutinized Company as a subcontractor. A Scrutinized Company is a company owned in whole or with a majority ownership by the government of the People's Republic of China. A state agency shall require a company that submits a bid or proposal for a contract to certify that it is not a Scrutinized Company and does not employ a Scrutinized Company as a subcontractor. See Arkansas Code Annotated § 25-1-1203.

By signing this form, the Contractor agrees and certifies they are not a Scrutinized Company and they do not currently and shall not for the aggregate term a resultant contract:

- Boycott Israel.
- Knowingly employ or contract with illegal immigrants.
- Boycott Energy, Fossil Fuel, Firearms, or Ammunition Industries.
- Knowingly employ a Scrutinized Company as a subcontractor.

Contract Number: _____ Description: _____

Agency Name: University of Central Arkansas

Vendor Number: _____ Vendor Name: _____

Vendor Signature

Date

Contract and Grant Disclosure and Certification Form

Failure to complete all of the following information may result in a delay in obtaining a contract, lease, purchase agreement, or grant award with any Arkansas State Agency.

SUBCONTRACTOR: _____ SUBCONTRACTOR NAME: _____
 Yes No

TAXPAYER ID NAME: _____ IS THIS FOR: Goods? Services? Both?

YOUR LAST NAME: _____ FIRST NAME: _____ M.I.: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____ COUNTRY: _____

AS A CONDITION OF OBTAINING, EXTENDING, AMENDING, OR RENEWING A CONTRACT, LEASE, PURCHASE AGREEMENT, OR GRANT AWARD WITH ANY ARKANSAS STATE AGENCY, THE FOLLOWING INFORMATION MUST BE DISCLOSED:

FOR INDIVIDUALS *

Indicate below if: you, your spouse or the brother, sister, parent, or child of you or your spouse is a current or former: member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee:

Position Held	Mark (√)		Name of Position of Job Held <small>[senator, representative, name of board/ commission, data entry, etc.]</small>	For How Long?		What is the person(s) name and how are they related to you? <small>[i.e., Jane Q. Public, spouse, John Q. Public, Jr., child, etc.]</small>	
	Current	Former		From MM/YY	To MM/YY	Person's Name(s)	Relation
General Assembly	<input type="checkbox"/>	<input type="checkbox"/>					
Constitutional Officer	<input type="checkbox"/>	<input type="checkbox"/>					
State Board or Commission Member	<input type="checkbox"/>	<input type="checkbox"/>					
State Employee	<input type="checkbox"/>	<input type="checkbox"/>					

None of the above applies

FOR A VENDOR (BUSINESS) *

Indicate below if any of the following persons, current or former, hold any position of control or hold any ownership interest of 10% or greater in the entity: member of the General Assembly, Constitutional Officer, State Board or Commission Member, State Employee, or the spouse, brother, sister, parent, or child of a member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee. Position of control means the power to direct the purchasing policies or influence the management of the entity.

Position Held	Mark (√)		Name of Position of Job Held <small>[senator, representative, name of board/commission, data entry, etc.]</small>	For How Long?		What is the person(s) name and what is his/her % of ownership interest and/or what is his/her position of control?		
	Current	Former		From MM/YY	To MM/YY	Person's Name(s)	Ownership Interest (%)	Position of Control
General Assembly	<input type="checkbox"/>	<input type="checkbox"/>						
Constitutional Officer	<input type="checkbox"/>	<input type="checkbox"/>						
State Board or Commission Member	<input type="checkbox"/>	<input type="checkbox"/>						
State Employee	<input type="checkbox"/>	<input type="checkbox"/>						

None of the above applies

Contract and Grant Disclosure and Certification Form

Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this contract. Any contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the agency.

As an additional condition of obtaining, extending, amending, or renewing a contract with a state agency I agree as follows:

1. Prior to entering into any agreement with any subcontractor, prior or subsequent to the contract date, I will require the subcontractor to complete a **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM**. Subcontractor shall mean any person or entity with whom I enter an agreement whereby I assign or otherwise delegate to the person or entity, for consideration, all, or any part, of the performance required of me under the terms of my contract with the state agency.

2. I will include the following language as a part of any agreement with a subcontractor:

Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this subcontract. The party who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the contractor.

3. No later than ten (10) days after entering into any agreement with a subcontractor, whether prior or subsequent to the contract date, I will mail a copy of the **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM** completed by the subcontractor and a statement containing the dollar amount of the subcontract to the state agency.

I certify under penalty of perjury, to the best of my knowledge and belief, all of the above information is true and correct and that I agree to the subcontractor disclosure conditions stated herein.

Signature _____ Title _____ Date _____

Vendor Contact Person _____ Title _____ Phone No. _____

Agency use only

Agency Number _____ Agency Name _____ Agency Contact Person _____ Agency Phone No. _____ Contract or Grant No. _____